

Rep Order# 6549387 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 203622

Printed: 09/24/2012 1:49 PM  
Last Received: 09/24/2012 1:38 PM  
Showing Buylines: All Rep Revised Lines

1 of 5

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1540  
Buyer DAN NAGELBERG  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1540  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO CNX ORDER  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	7A-8A	0	\$25.00
*2		Buyline Comment: WENDY WILLIAMS V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	M	7A-8A	0	\$25.00
*3		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	8A-9A	0	\$45.00
*4		Buyline Comment: NEW MEX STYLE V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	M	8A-9A	0	\$45.00
*5		Buyline Comment: PEOPLES COURT V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	1P-2P	0	\$150.00

2 of 5

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[illegible]

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*15		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	0	\$0.00	:30	0	TU-F	930P-10P	0	\$400.00
*16		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	M	930P-10P	0	\$400.00
*17		Buyline Comment: NEWS V3 Cancelled	10/13-10/13	0	\$0.00	:30	0	SA	9P-930P	0	\$350.00
*18		Buyline Comment: NEWS V3 Cancelled	10/13-10/13	0	\$0.00	:30	0	SA	930P-10P	0	\$350.00
*19		Buyline Comment: NEWS V3 Cancelled	10/14-10/14	0	\$0.00	:30	0	SU	9P-930P	0	\$500.00
*20		Buyline Comment: NEWS V3 Cancelled	10/14-10/14	0	\$0.00	:30	0	SU	930P-10P	0	\$350.00
*21		Buyline Comment: BONES V3 Cancelled	10/15-10/15	0	\$0.00	:30	0	M	7P-8P	0	\$1,300.00
*22		Buyline Comment: RH/B & K V3 Cancelled	10/09-10/09	0	\$0.00	:30	0	TU	7P-8P	0	\$1,300.00

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
*23			10/11-10/11	0	\$0.00	:30	0	TH	7P-8P	0	\$1,650.00
		Buyline Comment: XFACTOR V3 Cancelled									
*24			10/12-10/12	0	\$0.00	:30	0	F	7P-8P	0	\$350.00
		Buyline Comment: TOUCH V3 Cancelled									
*25			10/12-10/12	0	\$0.00	:30	0	F	8P-9P	0	\$500.00
		Buyline Comment: FRINGE V3 Cancelled									
*26			10/13-10/13	0	\$0.00	:30	0	SA	2P-5P	0	\$300.00
		Buyline Comment: COLLEGE FOOTBALL V3 Cancelled									
*27			10/13-10/13	0	\$0.00	:30	0	SA	6P-9P	0	\$400.00
		Buyline Comment: COLLEGE FOOTBALL V3 Cancelled									
*28			10/13-10/13	0	\$0.00	:30	0	SA	530P-9P	0	\$1,000.00
		Buyline Comment: MLB- NLCS V3 Cancelled									
*29			10/14-10/14	0	\$0.00	:30	0	SU	11A-2P	0	\$15,000.00
		Buyline Comment: NFL V3 Cancelled									

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

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Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Oct 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0

CABL	0%	KASA	14%	KASY	1%	KLUZ	0%	KOAT	36%
KOB	20%	KRQE	28%	KWBQ	1%				

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6849387 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 203622

Printed: 09/05/2012 4:41 PM  
Last Received: 09/05/2012 2:04 PM  
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
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Product DSCC IE  
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--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

SEE PR TP CHANGES BELOW. SPOTS ARE BOOKED IN PEOPLES COURT  
LINES 5-8

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
*5			10/09-10/12	1	\$600.00	:30	4	TU-F	1P-2P	4	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN 12-1P IN PEOPLES COURT									
*6			10/15-10/15	1	\$150.00	:30	1	M	1P-2P	1	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 12-1P EFF 9/10. CH TP THIS LN TO 12-1P IN PEOPLES COURT									
*7			10/09-10/12	1	\$600.00	:30	4	TU-F	3P-4P	4	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10. CHANGE THIS LN TO 2-3P IN PEOPLES CT									
*8			10/15-10/15	1	\$150.00	:30	1	M	3P-4P	1	\$150.00
		Buyline Comment: PEOPLES COURT									
		Station Remark: V2 PEOPLES COURT AIRS 2-3P EFF 9/10 CHANGE THIS LINE TO 2-3P IN PEOPLES CT.									

---REPORT TOTALS---

Report Totals: 10 / \$1,500.00

---SALES MONTHLY TOTALS---

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Oct 12: 63 / \$34,245.00

Sales Totals: 63 / \$34,245.00

Station Totals: 63 / \$34,245.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$244,607	CABL	0%	KASA	14%	KASY	1%	KLUZ	0%	KOAT	36%
		KOB	20%	KRQE	28%	KWBQ	1%				

---COMPETITIVE COMMENTS---

NEW ORDER

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

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Showing Buylines: All Lines

1 of 4

Jung  
9/5/12

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--- CONTRACT COMMENT ---

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		Buyline Comment: WENDY WILLIAMS	10/09-10/12	1	\$125.00	:30	5	TU-F	7A-8A	5	\$25.00 3
2		Buyline Comment: WENDY WILLIAMS	10/15-10/15	1	\$25.00	:30	1	M	7A-8A	1	\$25.00 3
3		Buyline Comment: NEW MEX STYLE	10/09-10/12	1	\$225.00	:30	5	TU-F	8A-9A	5	\$45.00 3
4		Buyline Comment: NEW MEX STYLE	10/15-10/15	1	\$45.00	:30	1	M	8A-9A	1	\$45.00 3
5		Buyline Comment: PEOPLES COURT	10/09-10/12	1	\$600.00	:30	4	TU-F	12-1 1P-2P	4	\$150.00 2
6		Buyline Comment: PEOPLES COURT	10/15-10/15	1	\$150.00	:30	1	M	12-1 1P-2P	1	\$150.00 2
7		Buyline Comment: PEOPLES COURT	10/09-10/12	1	\$600.00	:30	4	TU-F	2-3 3P-4P	4	\$150.00 2
8		Buyline Comment: PEOPLES COURT	10/15-10/15	1	\$150.00	:30	1	M	2-3 3P-4P	1	\$150.00 2
9		Buyline Comment: AFV	10/09-10/12	1	\$1,050.00	:30	7	TU-F	4P-5P	7	\$150.00 2
10		Buyline Comment: AFV	10/15-10/15	1	\$150.00	:30	1	M	4P-5P	1	\$150.00 2



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---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
11		Buyline Comment: SIMPSONS	10/09-10/12	1	\$700.00	:30	4	TU-F	10P-1030P	4	\$175.00 4
12		Buyline Comment: SIMPSONS	10/15-10/15	1	\$175.00	:30	1	M	10P-1030P	1	\$175.00 4
13		Buyline Comment: NEWS	10/09-10/12	1	\$2,000.00	:30	4	TU-F	9P-930P	4	\$500.00 4
14		Buyline Comment: NEWS	10/15-10/15	1	\$500.00	:30	1	M	9P-930P	1	\$500.00 4
15		Buyline Comment: NEWS	10/09-10/12	1	\$1,600.00	:30	4	TU-F	930P-10P	4	\$400.00 4
16		Buyline Comment: NEWS	10/15-10/15	1	\$400.00	:30	1	M	930P-10P	1	\$400.00 4
17		Buyline Comment: NEWS	10/13-10/13	1	\$350.00	:30	1	SA	9P-930P	1	\$350.00 4
18		Buyline Comment: NEWS	10/13-10/13	1	\$350.00	:30	1	SA	930P-10P	1	\$350.00 4
19		Buyline Comment: NEWS	10/14-10/14	1	\$500.00	:30	1	SU	9P-930P	1	\$500.00 4
20		Buyline Comment: NEWS	10/14-10/14	1	\$350.00	:30	1	SU	930P-10P	1	\$350.00 4
21		Buyline Comment: BONES	10/15-10/15	1	\$1,300.00	:30	1	M	7P-8P	1	\$1,300.00 3

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---	-----	-----	-----	-----	-----	----	-----	-----	-----	-----	-----
22		Buyline Comment: RH/B & K	10/09-10/09	1	\$1,300.00	:30	1	TU	7P-8P	1	\$1,300.00 3
23		Buyline Comment: XFACTOR	10/11-10/11	1	\$1,650.00	:30	1	TH	7P-8P	1	\$1,650.00 4
24		Buyline Comment: TOUCH	10/12-10/12	1	\$350.00	:30	1	F	7P-8P	1	\$350.00 4
25		Buyline Comment: FRINGE	10/12-10/12	1	\$500.00	:30	1	F	8P-9P	1	\$500.00 3
26		Buyline Comment: COLLEGE FOOTBALL	10/13-10/13	1	\$900.00	:30	3	SA	2P-5P	3	\$300.00 3
27		Buyline Comment: COLLEGE FOOTBALL	10/13-10/13	1	\$1,200.00	:30	3	SA	6P-9P	3	\$400.00 3
28		Buyline Comment: MLB- NLCS	10/13-10/13	1	\$2,000.00	:30	2	SA	530P-9P	2	\$1,000.00 3
29		Buyline Comment: NFL	10/14-10/14	1	\$15,000.00	:30	1	SU	11A-2P	1	\$15,000.00 1

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---Agency Comment---

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